REQUEST FOR PROPOSAL

CLIENT INFORMATION:

Company Name: Florida Education Foundation
Contact Name: Kristin Piccolo
Address: 325 West Gaines Street, Suite 1524
Tallahassee, Florida 32399
Phone: (850) 245-0764
Email: Please send proposals to Kristin.piccolo@fldoe.org

SERVICE INFORMATION:

Service Needed: Marketing, branding, video and digital production services
Project Deadlines: (High-level view of important deadlines – not all inclusive)
Creative Meetings Begin – July 30, 2022
Begin Digital Asset Creation – August 8, 2022
New Branding and Website Launch – August 22, 2022
Phase I Social Media Campaign Begins – September 1, 2022
Video Production Begins – September 15, 2022
Preferred Location: Florida

About the Project: Florida leads the nation in teaching and learning. In partnership with the Florida Department of Education, The Florida Education Foundation (FEF) is focused on building upon the momentum and looking for people to be part of the Education State. FEF is looking for a company to elevate and celebrate the teaching profession.

FEF will utilize a contract with the marketing firm to develop an effective brand (look and feel) and messaging which attracts and recruits new teachers in Florida. This message will be uniquely designed to attract the attention of all of our audiences – current high school students, state college/university education majors, and teachers across the United States, as well as current school employees, substitute teachers, content experts, and others – to ensure they have access to and frequently want to visit the website and share the resources.

Through this project, we seek to carry out three main goals:

1) Using personal stories, change the narrative on education opportunities in Florida which highlight pathways to become a certified teacher including new pathways, increased salary and benefits, and quality of life in Florida.

2) Determine what messaging will attract talent to our state and the best way to communicate those messages.
Ultimately provide all-encompassing resources for educators which showcase the many pathways, benefits, and policy changes in Florida which serve to elevate and celebrate the teaching profession.

Project Goals: The contract deliverables will include a comprehensive plan containing but not limited to branding and messaging, filming and production of video vignettes, and website creation where current and new resources will be housed. The plan must also include strategies for a teacher focus group to measure the efficacy of our message, branding and resources, as well as talent recruitment for the video vignettes to create excitement around the awareness campaign. The marketing firm will also create templates within the branding guidelines for these future editions of resources and materials.

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FEF, in coordination with the Florida Department of Education (FDOE), will approve all content before publication to ensure appropriate contract execution and messaging. FEF reserves the right to expand the scope of the engagement.

Estimated Timeline: July 2022
1. Begin creative meetings for branding, video and digital roll out

August 2022
1. Brand and Themes created and approved
2. Digital Asset Creation begins
3. Website Landing Page launched with current resources available

September
4. Content and Social Media Roll Out – with statewide and national targeting
5. Video Vignettes and Content Production begins

Deliverables:
1. Comprehensive plan
2. Analytics and reach data
3. Digital and Media Assets to include but are not limited to:*
   a. Logo and branding guide
   b. New Website
   c. Video production – digital and pre-roll ads, short video vignettes
   d. Digital ads – graphic design, slides, banner ads
   e. Content graphic design for new resources
   f. Branded templates for subsequent resources
   g. Collateral materials – mail, handouts, etc.

*Additional digital/media suggestions are welcomed